FACTORS AFFECTING PERFORMANCE OF FIBERGLASS BOAT MANUFACTURING INDUSTRY

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Thesis submitted in partial fulfillment of the requirements for the degree Master of Business Administration in Technology Management

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DECLERATION

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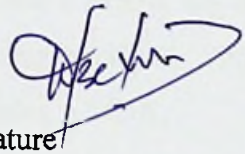

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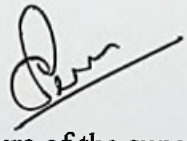

Signature of the supervisor Date 07/06/2013

(Prof. Chandana Perera)

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ABSTRACT

The main purpose of this study is to identify factors affecting performance of Sri Lankan fiberglass Boat manufacturing Industry, And recommend policies and strategies to overcome problems and issues to push this industry to its next level of growth. This study was carried out through a situational analysis based on interviews with experts in the industry followed by a questionnaire survey with the boat manufactures, shareholder and employees involved in the boat manufacturing Industry. The situational analysis of Boat manufactures shows that usage of modern technology is very limited.

The Boat builders population was consist of 44 boat builders. Export oriented, local and both export and local oriented are consist of the sample. Sample consists medium and small scale boat manufactures. It is identified that the boat builders supplying to the local requirement is reducing and the number of boat builders supplying for the export oriented market is increasing. There are enough opportunities in the global and international regions for the recreational and leisure boat markets. The export oriented boat manufactures have successfully supplying their products to the European markets by using the low labour cost advantage and increased the export earnings. Further during the seven years the operation of the boat yards have gown down from 67 to 44. And it also shown that the there is a tremendous increase of the export oriented boat manufacturing industry by improving the export earning 52% than the previous year.

From the data analysis it was identified that factors affecting to performance of boat industry are environment regulation to the emission of styrene and disposable of FRP waste, emerging technologies in component and accessories, owners' willingness to invest and ability to take long term loans. Finally recommendation has given to the policy implementation to improve the industry to the next level..

Key words: Boat Manufactures, performance, export oriented, local boat builders.

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ABBREVIATIONS

Abbreviation	Description
SME	Small and Medium Enterprise
FRP	Fiber reinforced plastic
BOI	Board of Investment
FAO	Food and Agriculture Organization
BTI	Boat Technology Development Institute
GDP	Gloss domestic product
PWC	Personal water craft
DFAR	Department of Fisheries and Aquatic Resources
BTI	Boat Technology development Institute
VOC	Volatile organic compound

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